

## AMENDMENTS TO CLAIMS

Claims 1 - 68 (cancelled)

Claim 69 (currently amended): A method for embedding a message in video content, the method comprising:

~~encoding video content at a video encoder to produce encoded video content comprising a plurality of key frames and a plurality of non-key frames, the encoding including:~~

~~defining at least one key frame from among the plurality of key frames in the content;~~

~~embedding the message in the at least one defined key frame;~~

~~and~~

~~authoring non-MPEG video content during a video production process, thereby producing authored video content, the authoring including:~~

~~embedding a message in a plurality of video frames;~~

~~associating each frame of the plurality of video frames with a time line represented as time code information such that the individual frames comprising the embedded message are identified by the time code information, the interval between each identified individual frame of the plurality of video frames comprising the embedded message comprising a key frame interval to be used during video encoding of the video content; and~~

~~video encoding the authored video content according to the time code information such that each identified individual frame is encoded as a key frame; and~~

~~embedding a message obseurer hider in at least one non-key frame from among a plurality of non-key frames, the at least one non-key frame being a predictive frame intended for display following the at least one defined key frame,~~

~~compressing at a video encoder the video content comprising the at least one defined key frame comprising the embedded message,~~

~~wherein the message is visible when at least one defined some of the key frames comprising the embedded message [[is]] are played back using trick~~

mode playback, and visibility of the message is ~~obscured~~ hidden by the message ~~obscurer~~ hider during non-trick mode playback.

Claim 70 (cancelled)

Claim 71 (currently amended): The method according to claim 70 and wherein the ~~embedding~~ embedded message comprises ~~embedding the message in each of the plurality of key frames~~ an additional element embedded each individual identified frame.

Claim 72 (cancelled)

Claim 73 (currently amended): The method according to claim 69 and also comprising storing a stream comprising the video encoded ~~of compressed~~ content on a storage medium of an end-user unit, the compressed content comprising a plurality of key frames, wherein each individual key frame comprises the embedded message.

Claim 74 (previously presented): The method according to claim 73 and wherein the storage medium comprises a removable storage medium.

Claim 75 (previously presented): The method according to claim 73 and wherein the storage medium is external to the end-user unit.

Claim 76 (previously presented): The method according to claim 73 and wherein the storage medium comprises a pre-recorded medium.

Claim 77 (currently amended): The method according to claim 69 and wherein the video encoding ~~compressing~~ comprises encoding according to one of MPEG-2 compression; and MPEG-4 compression.

Claim 78 (currently amended): The method according to claim 77 and wherein the encoded key frame comprises an I-frame.

Claim 79 (previously presented): The method according to claim 69 and wherein the embedded message comprises a text message.

Claim 80 (previously presented): The method according to claim 69 and wherein the embedded message comprises a graphic element.

Claim 81 (cancelled)

Claim 82 (currently amended): The message delivery method according to claim [[81]] 97 and wherein the ~~plurality of~~ compressed video ~~frames~~ is received from a broadcast video stream.

Claim 83 (currently amended): The message delivery method according to claim [[81]] 97 and wherein the ~~plurality of~~ compressed video ~~frames~~ is received from a digital recording.

Claim 84 (previously presented): The message delivery method according to claim 83 and wherein the digital recording is pre-recorded on a medium.

Claim 85 (currently amended): The message delivery method according to claim [[81]] 97 and wherein the compressed ~~content~~ video is compressed with one of: MPEG-2; and MPEG-4 compression.

Claims 86 - 88 (cancelled)

Claim 89 (currently amended): A system for embedding a message in video content, the system comprising:

~~a video encoder which encodes video content, the encoded video content comprising a plurality of key frames and a plurality of non-key frames, the video encoder including:~~

~~a key frame definer which defines at least one key frame from among the plurality of key frames;~~

~~an embedder which embeds the message in the at least one defined key frame; and~~

a video content authoring system which authors non-MPEG video content during a video production process, thereby producing authored video content, the authoring system including:

a first embedder which embeds a message in a plurality of video frames;

a processor which associates each frame of the plurality of video frames with a time line represented as time code information such that the individual frames comprising the embedded message are identified by the time code information, the interval between each identified individual frame of the plurality of video frames comprising the embedded message comprising a key frame interval to be used during video encoding of the video content; and

a video encoder which video encodes the authored video content according to the time code information such that each identified individual frame is encoded as a key frame; and

a second embedder which embeds a message ~~obscure~~ hider in at least one non-key frame from among the plurality of non-key frames, the at least one non-key frame being a predictive frame intended for display following the at least one defined key frame,

wherein the message is visible when ~~the at least one defined~~ some of the key frames comprising the embedded message ~~[[is]] are~~ played back using trick mode playback, and visibility of the message is ~~hidden~~ obscured by the message hider ~~obscure~~ during non-trick mode playback.

Claim 90 (currently amended): Apparatus for embedding a message in video content, the apparatus comprising:

~~means for encoding video content at a video encoder to produce encoded video content comprising a plurality of key frames and a plurality of non-key frames, the means for encoding including:~~

~~means for defining at least one key frame from among the plurality of key frames;~~

~~means for embedding the message in the at least one defined key frame; and~~

means for authoring non-MPEG video content during a video production process, thereby producing authored video content, the means for authoring including:

means for embedding a message in a plurality of video frames;

means for associating each frame of the plurality of video frames with a time line represented as time code information such that the individual frames comprising the embedded message are identified by the time code information, the interval between each identified individual frame of the plurality of video frames comprising the embedded message comprising a key frame interval to be used during video encoding of the video content; and

means for video encoding the authored video content according to the time code information such that each identified individual frame is encoded as a key frame; and

means for embedding a message hider ~~obscurer~~ in at least one non-key frame from among the plurality of non-key frames, the at least one non-key frame being a predictive frame intended for display following the at least one defined key frame,

wherein the message is visible when the at least ~~one defined~~ some of the key frames comprising the embedded message ~~[[is]]~~ are played back using trick mode playback, and visibility of the message is hidden ~~obscured~~ by the message ~~obscurer~~ hider during non-trick mode playback.

Claims 91 - 92 (cancelled)

Claim 93 (previously presented): The method according to claim 77 and wherein the non-key frame comprises at least one of: a P-frame; and a B-frame.

Claim 94 (currently amended): The method according to claim 69 and wherein the embedded message ~~obscurer~~ hider comprises a text message.

Claim 95 (currently amended): The method according to claim 69 and wherein the embedded message ~~obscurer~~ hider comprises a graphic element.

Claim 96 (new): The method according to claim 69 and further comprising:  
incorporating the video content in a multiplexed multi-program stream;  
broadcast modulating the multiplexed multi-program stream; and  
broadcasting the multiplexed multi-program stream.

Claim 97 (new): A message delivery method, the method comprising:  
decompressing compressed video at a video decoder, the compressed video comprising video comprising an embedded message, the video comprising video authored according to the method of claim 69  
displaying the decompressed video.